

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. III.

NEW YORK, JULY 23, 1890.

No. 4.

Everybody says

that advertising business has been dull during the six months ending June 30th, 1890, and observation inclines us to believe that "everybody" is correct in this opinion.

Notwithstanding

this, our business for the last six months has been larger than for any six months since we began business, and this too without any particularly large orders to swell the amount.



There's food

for thought in this condition of things. The *reason* for it is of interest to advertisers as well as ourselves.

N. W. AYER & SON,

NEWSPAPER ADVERTISING AGENTS,

Times Building.

PHILADELPHIA.

The Ladies' Home Journal

A good illustration of advertising is that of THE LADIES' HOME JOURNAL. Less than a month ago they commenced to advertise in the papers of this city and the demand for the March number here alone will reach nearly, if not quite, 500. One dealer in this city says that he could have sold more than 200 besides his regular supply, and that he laid in a larger supply by double of the March number than he had ever dared to of any other issue, and yet he was over 200 short. The other newsdealers report the same condition of affairs and it should be an example to the merchants of this city of what thoughtful and carefully prepared advertising will do. This publication has run its circulation up in less than six years to about half a million subscribers.

From the Peoria Journal, March 16th, 1890.

During the past six months THE LADIES' HOME JOURNAL has been experimenting with some special lines of advertising, covering the States of Ohio, Iowa, Indiana, Illinois, Michigan, Wisconsin, Minnesota and Pennsylvania, with large illustrated advertisements, placed in nearly every newspaper, daily and weekly in each of the above States.



In these States the Wholesale News Companies report sales increased five fold, regular orders are now 5,000 copies where 1,000 were sold before.

 **ADVERTISING PAYS US.**

CURTIS PUBLISHING CO.,
Philadelphia, Pa.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, MARCH 27, 1890.

Vol. III.

NEW YORK, JULY 23, 1890.

No. 4.

THE SAN FRANCISCO advertising dodger twenty-five years ago.
"CHRONICLE."

A most conspicuous success in the journalistic history of the West is the *Chronicle*, of San Francisco. This paper has lately followed the custom of the great metropolitan newspapers of the day, and has erected for itself a handsome building, of which a cut is given on this page. This edifice, as is here indicated, is of imposing proportions, and has been constructed on the most approved of modern architectural principles. It has a frontage on Kearney, Geary and Market sts., and, including the tower, it is fifteen stories high.

The erection of this fine building is fully justified by the degree of success attained by the paper itself. Founded in 1865 in the smallest imaginable way, it has kept pace with the really remarkable growth of the city, until now the stranger finds it as hard to believe that the site of the modern San Francisco, forty years ago, was a barren waste, as that the substantial and enterprising *Chronicle* of to-day was a mere

The present owner of the paper is M. H. de Young, a brother of its founder, Charles de Young. The paper was originally called the *Dramatic Chronicle*, but its scope was not confined to any particular field,

as was indicated in its salutatory, in which its editor modestly announced that he would attempt to chronicle "the actions, intentions, sayings, doings, movements, successes, failures, oddities, peculiarities and speculations of us poor mortals here below." Mr. Chas. de Young, who at first filled the positions of proprietor, editor, business manager, compositor, proof-reader and collector, was joined in 1866 by M. H. de Young, who, in turn, became sole proprietor upon the death of his brother some 14 years later.

The San Francisco *Chronicle* has always been

a lively, enterprising paper, distinguishing itself at times by giving exhaustive reports of public events of special importance. It now issues regularly an eight-page daily and weekly, and a sixteen-page Sunday paper.



THE "CHRONICLE'S" NEW BUILDING.

CALIFORNIA NEWSPAPERS.

In area California is the second State in the Union, but in point of population it is the twenty-fourth. There are twenty towns having more than 5,000 population; seven have more than 10,000; three exceed 50,000; while San Francisco, the largest city in the State, has about 300,000.

Compared by the average editions of newspapers published, California is the fifteenth State in the Union and twelfth in the number of papers printed. In the total number of papers put out at a single issue it ranks tenth. In the average circulation of its papers, California exceeds Minnesota, Michigan, New Jersey and many other prosperous States. Only seven States have a larger number of papers printing more than 25,000 copies.

California is remarkable for its large number of daily papers, only five other States equaling it in this respect. One paper in seven is a daily, while in Massachusetts the proportion is one in twelve. New York, Philadelphia and Chicago are the only cities that exceed San Francisco in the number of papers having a daily sale of more than 25,000 copies. As these figures show, the Californians are most decidedly a reading people.

One-fourth of all the California newspapers are printed in San Francisco. Opinions are divided as to which of these has the largest circulation. The contest is between the *Chronicle* and the *Examiner*, with the weight of evidence rather in favor of the first named. There is no question about the *Chronicle* being the most profitable newspaper establishment on the coast. The *Morning Call* has a large clientage among the working people.

The newsboy is not conspicuous in San Francisco. The absence of pennies makes the business difficult. People do not like to pay a nickel for a paper that can be delivered at the house for 50 cents a month. Of the evening dailies, the San Francisco *Report* claims to have double the circulation of any other. Apparently this paper is the only one that does a large business through the agency of newsboys. It is a live paper. Everybody who has lived in San Francisco for forty years or thereabouts is sure to take the *Evening Bulletin*. Its competitors derisively remark that

when a "pioneer" dies the *Bulletin* loses a subscriber, and that there is no one to take his place. It is sold at double the price per month demanded for the *Report* and *Post*, and undoubtedly goes into the very best houses. It has an excellent advertising patronage.

The weekly edition of the *Examiner* is now very large, and is growing. The *Chronicle* also has a good circulation for its weekly. The *Argonaut* is to the Pacific Coast what the *Nation* is at the East; but has a good deal the larger circulation of the two, showing a stronger hold, proportionally, upon the people, from among whom it must seek its constituency.

TRADE PAPER ADVERTISING.

Robert Luce, in a practical article on starting a class or trade paper, contributed to the *Journalist*, has the following to say of the advertising patronage:

"Your advertising depends on your circulation. All trade papers and many class papers must look for support and profit to their advertising. Get your readers, and your advertising will have a foundation. Not only are you to get advertising—far more important—you are to keep it. Secure contracts when you have no circulation and your advertisers will quickly find it does not pay them. I have sometimes thought that a publisher with plenty of capital would do well to refuse all advertising during his first year, and to put all his energies into getting readers.

"Besides being slow, the forming of this 'connection' must be legitimate, and by that I mean in accordance with the laws of human nature and the generally accepted canvass of publishing based thereon. For example, you cannot establish a clientage of permanent value by giving away your paper. You may give your agent in cash or premiums all you get out of the subscriber, but the subscription price must be paid. Men gauge a thing by what it costs them, perhaps with occasional error, but usually with wisdom, for the price is usually what the thing is worth. The more a man pays for a paper the more carefully he will read it. Shrewd advertisers realize this, and not only give a paid circulation the preference over one unpaid, but also give the high-priced publication the preference over

the low-priced. That is one of the reasons why it is better to put the price of your publication too high than too low. On the other hand, if you can get twice as many subscribers at two dollars as at four dollars, your advertising should be nearly twice as profitable on the two dollar basis. Here is a dilemma only to be solved by the circumstances of each individual case. Bear in mind, however, that as a rule, it is the high-priced class and trade papers that after a few years of existence are the most profitable and substantial.

"A dilemma of the same sort confronts the novice when he comes to fix his advertising rates. Shall he have low rates and a flood of advertising, or high rates and contract advertising? Here again the circumstances must determine; but again it may well be borne in mind that as a rule the papers that charge high appear to prosper most in the long run. In one thing, however, advertising rates and subscription prices differ, and that is, the possibility of change. To raise or lower the subscription price is a very serious step, and one seldom taken to advantage. The advertising rates can be changed with less danger. It is better, though, to raise than to lower them; and so it may not be unwise to begin with rather low rates and put them up after the first year. Whatever your card rates are, stick to them.

"The customary commission to advertising solicitors and agencies is twenty-five per cent. The very best canvassers often get thirty, forty, or even fifty per cent. You can afford to pay as much as you have to pay. If they didn't get the advertising you would have to set more reading matter. Give your agent confidence and courage by cashing his commissions in advance if you have the money; but be sure the signatures to the contracts are genuine, and that there are no verbal agreements between agent and advertiser not explained to you. The best way is to print on the contract form: 'No verbal agreements binding.' Don't let any false modesty or spirit of trust in mankind deter you from insisting on having a signed contract for every advertisement. Advertisers expect it, and respect you the more for taking it. Advertising bills are hard bills to collect, anyway, for the advertiser doesn't seem to look at them as he would at bills for material or for

goods. For the same reason there are many bad accounts. These and the cost of getting the contracts make it unwise to reckon that you will net more than sixty-five or seventy per cent. from your advertising pages; it would be less did not some advertising come in unsolicited."

HIS PAPER WAS READ BY SOMEBODY.

Years ago, when Henry Grady was struggling to bring the *Rome Commercial* into front ranks, says the *Rome (Ga.) Tribune*, he called one day and asked the Rounsaville Brothers for an advertisement. J. W. Rounsaville replied: "Why, Grady, nobody reads your paper; it is no use to advertise in it." A happy thought suggested itself to Mr. Grady. He went to his office and wrote the following advertisement, which appeared next morning in the *Commercial*: "Wanted, fifty cats. Liberal price for the same. Apply to the Rounsaville Brothers." Well, the picture that presented itself at Rounsaville's corner next morning beggars description. Boys of all ages and sizes—boys of all tints from the fair-haired youth to the sable Ethiopian—bare-foot boys and ragged boys, red-headed boys, freckled-faced boys—town boys and country boys—boys from all parts of Floyd county blocked up the sidewalks, doorways and street with bags full of cats—cats of every description, name and order—house cats, yard cats—barn cats, church cats—fat cats and lean cats—honest cats and thievish cats. Well, to make a long story short, the Rounsavilles told Mr. Grady to reserve a column for their advertisement as long as his paper continued; and that was just what Grady wanted.

THE ignorant advertiser, so long as he remains ignorant of the science of advertising, had better not advertise. But, unlike many of the other classes referred to, his chances for success in advertising are good, for he may put himself under proper instructors, who will give him right education on that line. He is not filled with prejudice or erroneous methods which cannot be overcome, nor yet wise in his own conceits. The Bible says: "Seest thou a man wise in his own conceit, there is more hope of a fool than of that man."—*Kansas City Star*.

CONCERNING ADVERTISING
CHARTS.

Every section of the country is subject to a periodical raid by the slick gentleman with the advertising chart, in which he will sell the advertiser a choice position at from \$2 to \$10, according to the credulity of the patron and the estimated size of his pocket-book. Of these charts, all the way from twenty-five to fifty, or occasionally one hundred, may be scattered about. Sometimes they are not even scattered about, but are printed and disposed of in bulk, where they will never do any one any harm or good.

A case has recently come to our attention of one of these chart gentlemen who had an edition of two hundred of these cash absorbers printed, and whose solicitude for the gentlemen who had patronized him was so slight that he did not even "lift" the edition from the office in which it was printed. The oily gentleman who manipulated the chart scheme left a copy with each manufacturer or firm represented thereon, collected his money and skipped from town between two days. It was afterward learned that he had promised to issue 5,000 copies and distribute them all over the State. Some firms paid as high as \$10 for a small space. He claimed to have netted about \$220 in six days. Most of his victims, without doubt, were the manufacturers who did not "believe in newspaper advertising." He did not catch a single retail dealer who was posted as to advertising and the mediums through which it pays to operate.

The advertising chart deal is only one of almost numberless devices resorted to by plausible but indolent fellows, who find it easier to skip about the country working up schemes of this kind than to settle down to any legitimate line of work. The merchant or manufacturer who puts his money into an advertising chart could usually save valuable time and secure the same results by thrusting the same amount of hard cash into his office stove. The result would be precisely the same—his money would be gone without any compensating return.—*Wyandotte Gazette.*

It costs no more to publish good matter in an advertisement than it does poor.—*H. B. King & Bro.*

Correspondence.

THE STATISTICS OF ADVERTISING.

NEW YORK, July 11, 1890.

Editor of PRINTERS' INK:

Before the item goes out of mind I wish to make a memorandum of a suggestion lately made in connection with the Census, and I know no better place than PRINTERS' INK. Possibly some advertising agency may, for its own account or glory, adopt the suggestion in some form.

The Newspaper Census for 1890 is in charge of Mr. North, whose skill gave birth to the masterly Newspaper Census Report for 1880. Like others, I think that newspaper advertising, which is now one of the most important factors in American business, should, in some manner, be covered by public statistics, including, or represented by, the Federal Census. I wrote inquiringly to Mr. North on this point, and in the end I suggested an inquiry which would answer the following questions, viz.: How much advertising did the ordinarily prosperous American newspaper, in the different States or sections of the United States, contain in 1890? How much of it consisted of display advertising (and "classified" advertising), and how much consisted of reading notices, or some form of paid reading matter? How much of each of the two kinds ("display" or "reading matter") was "home advertising," so called? How much of each kind was "foreign advertising?"

Those familiar with the bearing of these different classes on each other, and with the effect which an abundance of one kind will have on the price sought to be exacted for another by the newspapers concerned, will understand the interesting character, for purposes of comparison, of the information which such an inquiry would call forth. The desired statistics could be secured, of course, by examining and measuring the advertising in selected issues of the papers covered—say three consecutive issues in May for daily papers, and the first issue in May or June for weeklies. May would probably furnish a fair average for the amount of advertising for the year.

The first of the questions, in the language in which it is put above, would be answered if one of the leading papers in each county in the United States were taken. In that case there would become 2,000 papers to deal with, but it would do no harm to take two papers from a county instead of one, although the work would be doubled. Obviously, the purpose in view would be quite as well served by this method as it would be by taking all the papers—which would give an uninviting and superfluous magnitude to the work.

Mr. North did not adopt the suggestion, and I mention it for the benefit of any agency, having the facilities in hand, which may feel kindly disposed toward a statistical labor of love. Of course, I have attempted only a nucleus or outline of the project in this letter, and have skipped details and modifications which will readily occur to an advertising man or publisher.

WM. WATTENBERG.

THE reason why publishers do not make more money is because so many newspaper men are such poor business men.—*Petoskey (Mich.) Democrat.*

COMMENDATIONS.

THE RAMBLER STEAM PRINTING HOUSE, }
FORREST, Ill., June 12, 1890. }

Editor of PRINTERS' INK:

* * * I find PRINTERS' INK decidedly helpful.
C. W. STICKNEY, Proprietor.

COLMAN'S RURAL WORLD, }
ST. LOUIS, Mo., June 21, 1890. }

Editor of PRINTERS' INK:

* * * PRINTERS' INK is read with interest, and contains many valuable suggestions to editor, publisher, advertising man or compositor.
J. P. BLAKE.

STANDARD REVIEW PUBLISHING CO., }
ALLIANCE, O., June 23, 1890. }

Editor of PRINTERS' INK:

* * * PRINTERS' INK is getting to be an invaluable little publication, and is read with constantly increasing interest.

H. W. BRUSH, Manager.

THE J. M. HARDING MFG. CO., }
Manufacturers of Proprietary Medicines, }
NEW YORK, July 2, 1890. }

Editor of PRINTERS' INK:

* * * We receive your bright weekly regularly, and find it both instructive and interesting. THE J. M. HARDING MFG. CO.
W. S. WOODROW, Mgr.

OFFICE OF L. D. McMICHAEL, M. D., }
CHICAGO, Ill., July 7, 1890. }

Editor of PRINTERS' INK:

* * * Such a journal as PRINTERS' INK is what advertisers needed years ago, and you may rest assured that successful advertisers cannot afford to be without it. Yours, with appreciation,
L. D. McMICHAEL, M. D.

RAYMOND'S VACATION EXCURSIONS, }
RAYMOND & WHITCOMB, }
BOSTON, Mass., July 3, 1890. }

Editor of PRINTERS' INK:

* * * I regard PRINTERS' INK as helpful to every advertiser and of practical benefit to every one who desires to "rush into print."

LUTHER L. HOLDEN,
Advertising Manager.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

YOUTHS' LEADER.

TROY—Look further.

DETROIT JOURNAL.

N. Y. Argosy, 114,000 w.

FARMERS' CALL, Quincy, Ill.

THE CHICAGO EVENING POST.

THE WEATHERFORD (Texas) CONSTITUTION.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

THE ARGONAUT goes into all the well-to-do families of the Pacific Coast.

THE MORNING NEWS, New Haven.—The largest morning circ'n in Connecticut.

ALWAYS PAYS the Advertiser. U. S. EMPLOYMENT GUIDE, LE MAR, Iowa.

THE HOME CIRCLE, St. Louis, Mo. Monthly; 75,000 circ'n. Rate, 50 cents per line.

THE ARGONAUT is the only High-Class Political and Literary Weekly published on the Pacific Coast.

THE ARGONAUT has a larger circulation than any paper on the Pacific Coast except three San Francisco dailies.

THE PITTSBURG DISPATCH, vide Geo. P. Rowell & Co., circulates between 50,000 and 75,000 copies each Sunday issue.

SAN FRANCISCO CALL, the best morning newspaper in California. Unequaled in circulation, character and influence.

SAN FRANCISCO BULLETIN—estab. 1855—is the leading evening newspaper of California in circulation and influence. Try it.

THOUSANDS of single-stamped copies of THE ARGONAUT pass through the San Francisco post-office every week, remailed by subscribers.

PAPER DEALERS—M. Plummer & Co., of 181 William St., New York, will fill any order for paper—from half a quire to thousand-ton lots.

SCIENCE, published at New York, N. Y., is one of a select list of journals recommended to advertisers by Geo. P. Rowell & Co., as a desirable medium.

7,000 FAMILIES and Country Merchants reached by an ad. in "Farm Journal," Richmond, Va. 4 in. dbl. col. ad., \$4.00; 12 mos., \$32.00.

9,999 BANKERS, Merchants and Capitalists of N. E. reached each week by an advt. in THE BANKER AND TRADESMAN, Boston. Send for rates.

ADVERTISEMENTS received for leading American newspapers. Files kept three months for examination by advertisers. Address GEO. P. ROWELL & CO., New York.

MUSCATINE, IOWA.—15,000 wide-awake people, building new \$150,000 high bridge. Rowell & Co. recommend THE JOURNAL, 50 years old, as best Daily and best Weekly.

ELECTROTYPES.—A large stock of electrotypes of engravings—embracing all subjects—at nominal prices. THE PRESS ENGRAVING CO., 88 and 90 Centre St., N. Y.

THE KANSAS FARMER, published at Topeka, has the largest circulation of any Kansas newspaper according to the American Newspaper Directory for 1890. Ask for sample.

THE LORD & THOMAS Religious Newspaper Combination is THE medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

NO OFFICE is complete without our Combined Calendar and Letter Scale, giving amount of postage required in any class. Postpaid for 25c. STONE & CO., Worcester, Mass.

THE JOURNAL, published at Belton, Texas, is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium.

THE PIONEER, published at Houlton, Me., is one of a "PREFERRED LIST" of newspapers recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium. Established 1857.

NATIONAL TRIBUNE is the only paper published at Washington, D. C., to which the American Newspaper Directory for 1890 accords a regular circulation exceeding 100,000 copies each issue.

THE SPORTING NEWS, St. Louis, gives to each subscriber sending in \$2, a magnificent photograph of the Chicago Brotherhood Club; size, 16 x 22. Circulation over 56,000 copies each issue.

THE LEDGER, of Chicago Ill., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

THE MEDICAL BRIEF, published at St. Louis, Mo., is one of a select list of medical journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

MORNING CALL, San Francisco, Cal., is one of the 45 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

POSTEN, published at Decorah, Iowa, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

WEST SHORE, an Illustrated Weekly, printed at Portland, according to the American Newspaper Directory for 1890, has more than double the circulation of any other Oregon newspaper.

THE AMERICAN ANALYST, of New York, is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate over 25,000 copies each issue. It goes to families.

THE WEEKLY WITNESS, New York City, is one of the 45 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 30,000 and 75,000 copies each issue.

JACKSONVILLE TIMES UNION, according to the American Newspaper Directory for 1890, is the only paper in Florida which prints regularly more than five thousand copies each and every issue.

MEDICAL BRIEF, a monthly, published at St. Louis, has, according to the American Newspaper Directory for 1890, a larger circulation than any other medical periodical printed in the United States.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household fashion journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

THE EVENING NEWS, Detroit, Mich., is one of the 10 daily publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 37,500 and 50,000 copies each issue.

THE MEDICAL BRIEF, published at ST. LOUIS, Mo., is one of the 100 publications in America that, according to a list published by Geo. P. Rowell & Co., circulate between 25,000 and 37,500 copies each issue.

THE TEXAS BAPTIST AND HERALD, published at Dallas, Tex., is one of a select list of religious journals recommended to advertisers by Geo. P. Rowell & Co. as a desirable medium in its particular field.

GROCERIES.—Of all the publications devoted to the Grocery trade, according to the American Newspaper Directory for 1890, the largest circulation is possessed by the **NATIONAL GROCER**, weekly, N. Y. City.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE CHRISTIAN ADVOCATE, New York City, is one of the 45 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 30,000 and 75,000 copies each issue.

MORNING JOURNAL, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. P. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

FARM AND HOME, published at Springfield, Mass., is one of the 27 publications in the United States that, according to a list published by Geo. P. Rowell & Co., have a regular average issue of more than 150,000 copies.

THE price of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to **PRINTERS' INK** for one year. Address: GEO. P. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

CIRCULATION 1,500,000. There were printed and circulated for 1890 the above number of **GRIER'S ALMANAC**. An Almanac calculated for the Gulf States. Space is already being spoken for 1891. Only 14 pages sold. J. W. BURKE & CO., Macon, Ga.

SOUTH DAKOTA is in the thick of a campaign for choice of permanent capital. The Sioux Falls Daily PRESS, which, being recognized as the leading State paper, has a large circulation through the new commonwealth, is doing important work in the fight.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to **PRINTERS' INK**. Address: GEO. P. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$50, he will be presented with a complimentary copy of the American Newspaper Directory; a book of 1,450 pages, price \$5. G. P. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

TEXAS FARM AND RANCH, a semi-monthly published at Dallas, has, according to the American Newspaper Directory for 1890, by far the largest circulation of any agricultural periodical printed in the State of Texas. Eastern Office—22 Times Building, New York. J. C. BUSH, Manager.

THE ARGOSY, New York, a high grade, illustrated family weekly (32 pages), is one of 36 publications that, according to a list published by Geo. P. Rowell & Co., circulate between 75,000 and 100,000 copies each issue. The average is 114,000. Advertising, 60 cents per line, with discounts for amounts.

SCRANTON TRUTH.—Geo. P. Rowell & Co. publish a list of the best, most widely circulated and influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TRUTH**, Daily, is named for Scranton, Pa.

RACINE, WIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE JOURNAL**, Daily and Weekly, is named for Racine.

PEKIN, ILLINOIS.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country;—the newspaper in each place that gives the advertiser the most for his money. On this list **THE TIMES**, Daily and Weekly, is named for Pekin.

ALBANY (N. Y.) DAILY PRESS & KNICKERBOCKER is one of the papers specially recommended in Geo. P. Rowell & Co.'s list of representative newspapers. The Daily and Sunday PRESS are recognized as the most popular family newspapers published at the Capital of the Empire State, being independent, newsworthy and reliable.

OAKLAND, California.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE ENQUIRER, Daily and Weekly**, is named for Oakland.

KENOSHA, WISCONSIN.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE TELEGRAPH-COURIER, Weekly**, is named for Kenosha.

NORWICH, CONNECTICUT.—Geo. P. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—*the newspaper in each place that gives the advertiser the most for his money.* On this list **THE BULLETIN, Daily and Weekly**, is named for Norwich.

ADVERTISING IN GERMAN NEWSPAPERS throughout the United States and Canada carefully executed, at favorable prices, and with every advantage as to position, display, changes, etc., by GEO. P. ROWELL & CO., 10 Spruce St., New York City. A complete List of all German Newspapers, with circulation of each, in pamphlet form, sent on receipt of 10 cents.

GAZETTE AND BULLETIN, Williamsport, Pa.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 30,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* **THE GAZETTE, Williamsport**, is included in this list.

LEWISTON JOURNAL.—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Maine the paper named on this list is the **LEWISTON JOURNAL**.

HARTFORD TIMES.—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Connecticut the paper named on this list is the **HARTFORD TIMES**.

UNION AND ADVERTISER, Rochester, N. Y.—Geo. P. Rowell & Co. publish a list of the representative daily newspapers issued in cities having a population of more than 20,000:—*the newspapers in each place which can be specially recommended to advertisers as coming up to the requisite standard of character and circulation.* The **Rochester (N. Y.) UNION** is included in this list.

ONE of the most successful advertisers we ever had always ordered his advertisements in this way: "Get the best service you can for me for \$5.00." He left every detail to us. There is no more expensive luxury for an advertiser to indulge in than to tie his agent's hands by getting him to tell in advance exactly what he will do. **GEO. P. ROWELL & CO., 10 Spruce St., New York.**

THE INDIANAPOLIS NEWS.—Geo. P. Rowell & Co. publish a list (ONE PAPER IN A STATE) in which they name the one publication that "is read by the largest number of the best class of persons" throughout each one of the States, Territories, Districts or Provinces of the United States and Dominion of Canada. For the State of Indiana the paper named on this list is **THE INDIANAPOLIS NEWS**.

TROY, N. Y.—Population, 75,000; West Troy, 15,000; Cohoes, 25,000; Lansingburgh, 12,000; Waterford, 5,000; Green Island, 3,000. Total, 135,000, within a radius of two miles from Troy. Four daily papers, three afternoon, one morning. **THE TROY PRESS**, the leading family newspaper. Circulation the largest within the district named and the northern country to Canada line. 8 pages, \$7.00 per year, 15 cents per week, 3 cents single copy. The popular paper of Troy. Advertising rates the cheapest, considering circulation. The American Newspaper Directory rates **THE PRESS F 1** (exceeding 10,000).

WANTS AND FOR SALE.

Advertisements under this head 25 cents a line

WANTED.

WANTED.—Material from honest sellers to be built into effective advertisements. Discouraged advertisers preferred. Address **BETA, P. O. Box 1850, New York.**

A GOOD ALL-ROUND PRINTER can have a permanent situation and prompt cash pay in the **ARGUS AND PATRIOT** office, Montpelier, Vt. Write at once, stating habits, experience, qualifications, and minimum rate of wages at the start. Would rather pay a really good printer a liberal price than a poor one a low rate, but want him to be worth the money. Good habits and reliability important. Address **HIRAM ATKINS, Montpelier, Vt.**

EVERY issue of **PRINTERS' INK** is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

FOR SALE.

MARYLAND FARMER, Baltimore, Md. Easy terms. Rare opportunity.

NEWSPAPER ADVERTISING AGENCY.—Big opportunity for practical firm with \$2,000.00. Address Box 3, **PRINTERS' INK.**

FOR SALE.—**THE COMMERCIAL, Sinclairville.** Good location; good business; good outfit. Practical man can make money. **ARCHIE McLEAN, Sinclairville, N. Y.**

FOR SALE.—Established Daily and Weekly Newspaper in an enterprising, go-ahead Southern city of 12,000 inhabitants. Price, \$6,000. For full particulars, address "F," Box 701, Brockton, Mass.

\$1,350 WILL PAY one-third of the price of an Independent Daily and Weekly Newspaper Office in Illinois. County seat; 5,000 population. Balance on time. Address "HORATIO," care **PRINTERS' INK.**

IF YOU want to sell your Newspaper or Job Office, a Press or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of **PRINTERS' INK.** If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

CHANCE OF A LIFETIME.—\$12,500 will buy an Evening Paper—guaranteed circulation 2,600—in live Western city, growing rapidly; census population, 24,000. Paper is eight pages; complete new outfit, including 1,300 pounds brevier body type, used but six weeks; mailing machines, etc.; new offices. Daily, 8; weekly, 10 years old. Associated Press franchise. No competition within 150 miles. Present owner has other distant investments demanding attention. This is a genuine bargain; must be taken quick. Half cash, balance easy terms. Address, with references, **F. H. CULVER, Room 45, 115 Monroe St., Chicago, Ill.**

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements, occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

NEW YORK, JULY 23, 1890.

PEOPLE sometimes talk about good or bad luck in advertising just as though the use of printers' ink were a game of chance. Apropos of this, an advertising philosopher hits the nail on the head when he says: "Leave nothing to what is called luck and you will always be lucky."

It often happens that a man, socially attractive and of pleasing address, represents a paper which is a comparatively poor medium while some other fellow, who is much less agreeable personally, solicits patronage for a paper much more likely to prove a paying investment. When the advertiser is approached by these two men, it is only natural for him to be inclined to favor the pleasantest fellow when it comes to making contracts. Yet business is business; and the most successful man is he who knows just where to draw the line.

THE old method of calculating circulation by reckoning on a basis of five readers to each number of the paper has been improved upon—from the newspaper's standpoint—by the Louisville *Commercial*. In a circular to advertisers, recently issued, it says: "Yesterday a copy of the *Commercial*, containing a certain item, was handed all around the block, until it passed through the hands of sixteen families. Say each *Commercial* printed yesterday was equally well circulated, and you have a grand total circulation for one day of 300,000 families, or an average circulation of 1,200,000 persons per day." Evidently the business manager of this paper has a head for mathematics.

A NEWSPAPER which is characterized by many bright ideas in its business management is the *Register*, of New Haven, Conn., its latest novelty being a card, which purports to give good advice from former Presidents of the United States to those who would attain success in business. The names of the Presidents, from Washington to Harrison, are arranged in a column, and by printing a letter in each name conspicuously in red ink the inscription is made to read down the center: "Advertise in the *Register*."

THE Evansville (Wis.) *Review* talks to its readers as follows: "We are always glad to get local items, just such as you, reader, would like yourself; and if you have any on hand at any time, send them along. Don't sandwich an advertisement into them, for that belongs to the cashier's department, and if they are not worth paying for in a legitimate way they are no good to us. If you have friends visiting you, or you expect to go away, just say so. The latter clause may gratify your creditors, and the first your friends."

SOME of the things that should be investigated by a person contemplating advertising are: What is the possible consumption of and probable demand that, through proper advertising, could be created for the article under consideration? What profit could reasonably be expected to accrue from the realization of this possibility? How much of that profit would be required to defray the other expenses of manufacturing and selling? and what proportion would it be advisable to devote to advertising? How long might it be necessary to wait before the returns from such advertising are sufficient to liquidate the bills therefor? and last, but not least, how much territory will the ready capital in hand justify in working at one time? It is never good policy for any of us to bite off more than we can masticate; and then, again, it costs less to make an experiment of a small territory than it does of the whole country, and furnishes equally as good a test of the success or failure of the method pursued. Besides, a firm of limited means can thoroughly work one State, and with the profits therefrom add others until finally they have the whole country under cultivation; but the manage-

ment of all such things is best intrusted to the judgment, care and personal supervision of some one, the greater portion of whose life has been devoted to the study thereof. All men are well aware that proficiency in any art, profession or calling, is only acquired through years of persistent application to the study of its mysteries, and even then the aspirant for success must necessarily possess a natural talent for, and be specially adapted to, whatever calling he may choose to follow.

It is a great thing for a newspaper to have a real poet on its staff, especially if he show himself capable of attuning his lyre to such practical, business-like themes as the value of advertising. The *Yankee Blade* is the fortunate possessor of such a versifier who sings as follows:

Don't be stubborn, just surrender;
Send us on your legal tender,
Send us on your advertising,
The result will be surprising;
Every dollar that is sent us,
Will insure returns momentous,
If you don't believe our poet,
Try us, the result will show it.

If the critic be disposed to pick flaws in the rhythm or rhyme he should consider the motive and forgive the muse. The verses conclude with the modest advice to "Start in boldly, and go faster, be a Vanderbilt or Astor," which pleasant programme one could hardly be excused for neglecting to follow.

In dealing with a country paper, it is important for an advertiser who does not use electrotypes to know in advance just what he wants in the way of a typographical setting. If he understands the printing business himself, and is able to give technical directions, he will secure much better results than if he simply writes out his copy and leaves the choice of type to the discretion of the printer. In many country offices the setting is left to the taste of a boy, who is just learning his trade, or a green compositor, whose education in the business has been sadly neglected. Under these circumstances good results cannot reasonably be expected, and it will pay the advertiser to post himself on at least the rudiments of the art, so as to know what combinations are and what are not effective. Then he will be able to direct the efforts of the printer so as to produce the best results.

THE MARKET VALUE OF COLOR ADVERTISING.

J. G. WALL, STOCK AND BOND BROKER, {
NEW YORK, July 9, 1896.
Editor of PRINTERS' INK.

I beg to hand you herewith circular showing advertisements printed in color. If newspapers were prepared to print advertisements in color, and were restricted to three or four on a page, and not more than ten or twelve in any one issue, would there be a permanent demand from advertisers for those spaces and at better prices than for black? I would be very thankful for your opinion, as I have been asked to place some of the stock of the company producing these circulars, and do not want to offer it if I learn that the idea is of little or no value.

J. G. WALL.

The New York *World's* recent introduction of this process, or a similar one, producing the same results, has shown that newspapers can be printed in colors with at least moderate success. The question that is now raised by our correspondent relates to the market value of the process. Of course, any answer that is made will be little more than guesswork, since there is no parallel in the history of newspaper making to serve as a criterion. In the first place there is no doubt but that color advertising will possess considerable value over the present style so long as it is recognized as a distinct novelty. When that novelty begins to wear off, however, it is difficult to say to just what point the value of such advertising will drop. The first obstacle to be encountered is the natural objection of the papers themselves to being converted into a poster. Printing advertisements in colors, it is believed, would largely depreciate the value of space throughout the paper. It would make it seem more common, and would, to a large degree, lessen the value of adjoining advertisements. For these reasons one would be justified in expecting that a great number of papers, including those of the best standing, would refuse to print advertisements in color under any circumstances. On the whole it is likely that if the number of advertisements printed on a single page should be restricted to three or four, as indicated in the above letter, the result would be to reduce the value of ordinary advertisements rather than to place a fancy price upon the few thus conspicuously displayed. This being the case, those introducing the new process would not be justified in very great expectations. However, the whole matter is one which can only be determined by time and practical tests.

—[Ed. PRINTERS' INK.]

OREGON NEWSPAPERS.

Oregon, with a territory about double that of New York, has about the population of the District of Columbia. Portland, the principal city, is a great distributing point, and prosperous to a degree not equalled by any other city in the United States. Its population exceeds 60,000. Astoria, and Salem the State Capital, are the only two other places in Oregon having so many as 5,000 people.

Of the 133 newspapers, the *Portland Oregonian* is the principal one. It is the best known and most widely distributed paper in all the region north of San Francisco and west of St. Paul. In appearance the *Oregonian* is metropolitan, and the paper generally consists of twelve pages. It is not as well printed as it ought to be, but new presses are in preparation. It is one of the oldest newspapers of the country, its weekly having been established forty years ago, the daily in 1861, and the Sunday in 1881. Though reaching out over an immense territory and covering the ground so thoroughly that no rival has, in forty years, succeeded in getting a foot-hold, the *Oregonian* has never secured a regular sale for any of its editions much in excess of ten thousand copies. Outside of Portland it may be asserted that no paper in the State has fifteen hundred subscribers.

From the office of the *Oregonian* there is issued also the *Evening Telegram*. The ownership of the two papers is in the same hands, and one must look sharp in Portland and its vicinity to find a single copy of any other daily paper, although there are rumors that there is, has been, or will be another one. In all America there is no other instance where so large and prosperous field has for so long a time been monopolized by a single paper in the face of every attempt at competition.

The proprietors of the *Oregonian*, Messrs. Pittock & Scott, are rated as very wealthy men, possibly millionaires. They are at present engaged upon the erection of a seven-story building for the *Oregonian*, and local report has it that when completed it will represent a quarter of a million dollars.

It cannot be many years before some other paper will be successfully established here, for attention is already directed to the fact that so promising a field is nowhere to be found. Yet the rival of the *Portland Oregonian* will

have no easy task before him, and if success is won, it will be only when a better paper is given for less money; and a better paper for Oregon is hard to imagine.

LONG ADVERTISEMENTS.

It has been said that "advertising is the lottery of business," but it has been incorrectly said. It cannot be stated of advertising, as is the known fact regarding business success, that considerably over ninety per cent of those who attempt it meet with failure. Nor can it be said against advertising that only three per cent of those who practice it meet with a large reward. Yet only three people in a hundred are eminently successful in business.

It is right that advertising should only be credited with the profitable results which advertising produces, but in measuring that profitable result advertising should be given full credit for its value. "I don't believe advertising pays" is a too common remark, begotten by ignorance of the methods by which it is made to pay. As well remark, "I do not believe doing business is profitable." The experience of others has proved that business is profitable; so has the success of multitudes of vertisers proved that advertising is profitable.

Advertising is nothing more or less than an adjunct to a business. The storekeeper does not add to his clerical force, seek a larger store, nor increase his stock, unless he thinks it will be profitable. His thinking so will not produce the desired result, but he has a definite object in view in adding to his stock or expenses. He is not blindly led to do these things solely because his competitor does this or that; for however active may be the competition between him and his neighbor, he well knows that he alone must stand the loss resulting from failure. But when it comes to advertising, he often enters into the battle with the apparent belief that success goes with large type, and that all he has to do to secure trade is to have a larger advertisement than his rival. He would scout the idea of hiring a larger store, in which his moderate sized stock would appear lost, that he might show the public as extensive quarters as his rival; he would also deride the suggestion that he hire more clerks, and lay in additional stock, that he might appear to be doing as

large a business as his competitor. He knows that the loss on such a sham show of growing business must come out of his pocket.

But with advertising, "Oh, that's different. Jones is advertising, so I must." And he straightway proceeds to "down" Jones by inserting a larger advertisement.

If the size of an advertisement were the key to success, prosperity would be cheap indeed. Because large advertisements are sometimes effective, it does not follow that all desirable advertisements must be large—in comparison with the average announcements in a paper. The large advertisement is often as inefficient as would be a telegraph pole in knocking down the perissimons. If the large advertisement can be kept full of frequently changed announcements of actual value to the reader, it may be made profitable; but if the same strict attention is not given to it that is bestowed upon the purchase and sale of goods, the advertisement will not only cost its owner a proportionately larger price than will the smaller announcement, but it will not be proportionately more valuable, because of its staleness.

A good plan, if the dealer is using considerable advertising space, is to cut the large space into smaller announcements, placing them in different parts of the paper, but always maintaining one announcement at or near the position of the former large one. Then, from time to time, the several small advertisements can be consolidated into a single one, in the same part of the paper it originally occupied, for one or a few issues. Short advertisements receive the same attention that do short articles or items of news, and the short announcements have the advantage that some of them cannot be avoided by the reader. Frequently the fact of seeing the same business house advertised in different parts of the paper will cause them to be read; and even after this method of advertising becomes familiar to the reader, there will be inspired a feeling of expectation which will cause the eye to search for these particular announcements.

Many experienced advertisers advocate the maintaining of an advertisement in the same space and position year in and year out, claiming that as their customers know where to find the announcement it is more liable to be read. In this form of announcement

there is generally no effort at special display. It is of a style adopted by conservative business houses, and the theory of the advertiser is that the reader is seeking the information, and that it is not necessary to force his attention. But this theory is hardly tenable except in the case of a house so well known in a community that it could be said that a resident does not think of a certain line of goods without thinking of this particular firm.

After all, the advertisement should not be larger than the business advertised warrants, taking into consideration the volume of business which a house is capable of doing, and the amount of money which can be safely appropriated for advertising purposes.—*Allston C. Ladd, in the Brockton Shoe.*

A DRUGGIST'S ADVERTISEMENT.

The small card which is reproduced herewith is taken from the advertising columns of a Connecticut daily, and is inserted by an ingenious apothecary whose curious announcements, from time to time in the local papers, have attracted some attention:

"**M**ASTERS DON'T ADVERTISE RIGHT."—So said a man on Main st. Wonder what would happen if he did advertise right? His trade in reliable DRUGS AND MEDICINES is growing all the time as it is. Must be some other reason. Let's try him a while and find out!

T. EDWARD MASTERS,
APOTHECARY,
Main and Cypress streets.

THE newspaper that takes advertising to fill up with cannot prosper. A newspaper that has its rates too high cannot sell its space. There is a normal rate, that is, a rate which the publisher can afford to accept and make a profit, and which the advertiser can afford to pay and also make a profit. The profit must be mutual else one or the other will quit.—*Ansonia (Conn.) Sentinel.*

A SELLER of soap in Brooklyn has hit upon the ingenious expedient of placing in his show-window a handsome boy to blow soap-bubbles. The lad wears mittens, and so tenacious are the bubbles that he is able to bob them up and down half a dozen times before they burst. The window is usually surrounded by an interested crowd.—*San Francisco Argonaut.*

TRACING AND PLACING ADVERTISEMENTS.

The experienced advertiser, whose business is so conducted as to enable him to trace his returns, can tell you by a glance at his order book which papers give him reason for continuing. True, many who reply to advertisements fail to name the paper (as far as we can learn by diligent inquiry, one-half of all inquirers so fail), and the advertiser often fails to give proper credit on this account. For example, some agricultural papers published in Chicago have more subscribers in Iowa than Illinois, and the *Stockman* has a larger subscription list in Ohio than Pennsylvania. In these instances Iowa and Ohio papers very likely receive credit that properly belongs in Illinois and Pennsylvania. But the general advertiser who continues to use a list of papers from year to year will slowly but certainly be able to tell which give him the best returns. He will tell you that some papers, with a circulation much smaller than that claimed by others, give him returns that show either that their circulation is as large as that of their more bombastic competitors, or else the quality of their circulation and the confidence the subscribers have in their columns are sufficient to make up the difference.

The new advertiser cannot do better than follow, to some extent, the experience of his older competitors. That man is a fool who refuses to learn by the experience of others. Successful business men do not persistently throw money away. If you are thinking of using the columns of a certain class of papers, place more confidence in what they have than in what they promise. Shun a paper that claims a large regular circulation and promises issues of 100,000 copies as a bait, when it carries but a few columns of advertisements, and some of these of a class that seldom pay full cash rates. Nothing succeeds like success, and nothing indicates failure more clearly than lack of business. Avoid a paper that carries a great space of advertisements in proportion to its reading matter, especially when many of these advertisements are of a nature to convince you that the space is obtained at less than regular rates. In dealing with a paper that will cut its rates to you, you will always be in doubt as to how much greater a cut is given your competitor. The publisher

who fails to name his rates plainly and unequivocally, or who fails to stand right up to them through thick and thin, either shows a lack of confidence in the merits of his paper, or is a double dealer who takes in most of those who patronize him. — *National Stockman and Farmer.*

Low Estimates,
Careful Service,
Reliable Dealing.

DODD'S Adv'g Agency, Boston
265 Wash'n St.

BELT DRESSING

AND

Leather Preservative.

Warranted to give satisfaction. It absolutely prevents a belt from slipping. It thoroughly preserves the leather and protects the elasticity of the belt. It will pay you to send for circular.

JOS. DIXON CRUCIBLE CO.,
Jersey City, N. J.

A NEW

HANDY BINDER

—FOR—

PRINTERS' INK.

Opens flat, like a book, and when file is completed there is no need of rebinding.

Made in cloth-covered boards, with title stamped in gilt. Sent, post paid, on receipt of 60 cts. Address the publishers, GEO. P. ROWELL & CO., 10 Spruce St., N. Y.

HANSON BROS.,

ELECTROTYPERS

STANDARD

INTERCHANGEABLE

METAL BASES,

—FOR—

ADVERTISERS.

704 SANSON ST.,

PHILADELPHIA, PA.

AN OLD YANKEE SPEAKS

A Good Word for a Young One :

Publ. - "Comfort", Augusta, Me.

Gentlemen: - We take pleasure in recommending "Comfort" as one of the best advertising mediums in America. During the past season, from our advertisement in Comfort, offering "The Yankee Blade 10 weeks on trial for 10 cents", we have received nearly 3,000 subscriptions, a large proportion of which were yearly subscriptions, and some were 5 year subscriptions.

We shall continue to advertise in "Comfort", as long as we do general advertising.

Respectfully,

Dictated.

Edward P. P. P.
The Yankee Blade

This is but ONE VOICE in the unanimous shout of the many who have used "COMFORT'S" columns. It proves that the young can be of good service to the old. It costs but a dollar a line to secure space in "COMFORT" before September 1st. A half million circulation is guaranteed after that date, for "COMFORT" is DAILY GAINING. It is national in its circulation, and has a large field to work in. Space at the agencies or of THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

NEWSPAPER A BOOK -OF- ADVERTISING 256 Pages, Contains:

DAILY NEWSPAPERS IN NEW YORK CITY, with Advertising Rates.

DAILY NEWSPAPERS IN CITIES OF more than 150,000 population.

DAILY NEWSPAPERS IN CITIES OF more than 25,000 population.

THE BEST LIST OF LOCAL NEWSPAPERS, covering every town of over 5,000 population and every important county seat.

ONE NEWSPAPER IN A STATE: the best one for an advertiser.

STATE COMBINATIONS IN WHICH ADVERTISEMENTS are inserted at half price.

A SMALL LIST TO ADVERTISE EVERY section of the country: a choice selection, made with great care, guided by long experience.

LARGEST CIRCULATIONS. A COMPLETE List of all papers issuing regularly more than 25,000 copies.

NINE BARGAINS IN ADVERTISING FOR experimenters.

BARGAINS IN ADVERTISING IN DAILY Newspapers in many cities and towns; offers peculiar inducements to some advertisers.

CLASS JOURNALS. AN EXTENSIVE List of the very best.

6,632 VILLAGE NEWSPAPERS - more than one half of all the American Weeklies - in which advertisements are inserted for \$46.35 a line and appear in the whole lot.

Book sent to any address for

THIRTY CENTS.



American Newspaper Directory FOR

1890.

Twenty-second Annual Volume.

Fourteen Hundred and Fifty-two Pages. Price, FIVE DOLLARS.

This work is the source of information on Statistics of Newspapers in the United States and Canada.

Advertisers, Advertising Agents, Editors, Politicians and the Departments of the Government rely upon its statements as the recognized authority.

It gives a brief description of each place in which newspapers are published, stating name of county, population of place, etc., etc.

It gives the names of all Newspapers and other Periodicals.

It gives the Politics, Religion, Class or Characteristics.

It gives the Days of Issue.

It gives the Editor's name.

It gives the Publisher's name.

It gives the Size of the Paper.

It gives the Subscription Price.

It gives the Date of Establishment.

It gives the Circulation.

It gives the Names of all Papers in each County, and also shows the geographical section of the State the County is located in.

It also contains many valuable Tables and Classifications.

Sent to any address on receipt of price, by

GEO. P. ROWELL & CO.,

PUBLISHERS,

(Newspaper Advertising Bureau),
10 Spruce St., New York.

1 inch
Costs in
These 14 Weeklies

1 time.	1 month.	3 months.
\$32.90	\$119.94	\$346.54

Over 260,000 Families
Are reached
Every time.
Try it.

How Does This Strike You?

WE CLAIM there is no better field for the general advertiser than among the readers of religious papers.

WE CLAIM that people who waste time and money do not subscribe for religious papers. Their readers work, earn money, have homes, spend money for their families, and are the people whom advertisers want to reach.

WE CLAIM to put advertisers in the way of reaching them cheaply, easily and well.

WE CLAIM that no general advertiser can be well served in our field unless these papers are on his list.

WE CLAIM for the papers high character and position in their denominations and guarantee their circulation.

WE CLAIM to give every advertiser full knowledge of what he buys in our papers.

WE CLAIM to charge a fixed price, don't deviate from it, it is low for papers of such high grade.

WE CLAIM that agents who turn business from our papers to other less valuable papers, because they pay higher commissions, are not just to advertisers.

IF YOU RECOGNIZE these as correct business principles, we shall be pleased to have you put our papers on your lists, and include them in orders whenever your interests will permit.

THESE ARE THE PAPERS—Leading Religious Weekly Home Journals—
which every week visit

over 260,000 Homes!

The
Religious Press
Association,

Chestnut & Tenth Sts.,
PHILADELPHIA, PA.
(Mutual Life Building.)

Sunday School Times.

PHILADELPHIA.

Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.

Baltimore Baptist.
Episcopal Methodist.

One
Price
Advertising

Without Duplication
Of Circulation

HOME JOURNALS 14 BEST
WEEKLIES

Every Week
Over 260,000 Copies

Religious Press
Association
Phila

Taken all together they give more and better service, without duplication, and at less cost than can be had in any other religious papers selected to get an equal amount of circulation.

We shall be pleased to give you further information ; you have only to ask for it.



THE
OMAHA BEE

Daily, Sunday, Weekly.

The Best and Most Popular Paper in
NEBRASKA.

ALWAYS BRIGHT, READABLE and in DEMAND.

<i>SUNDAY</i>	<i>Edition exceeds</i>	- -	21,000	<i>copies</i>
<i>DAILY</i>	" "	-	20,000	"
<i>WEEKLY</i>	" "	- -	42,000	"

Larger Circulation than any other Newspaper between
Chicago and San Francisco, and the recognized
LEADER IN WESTERN JOURNALISM.

A. FRANK RICHARDSON,

SPECIAL EASTERN AGENT,

13, 14 & 15 Tribune Building,
NEW YORK.

317 Chamber of Commerce,
CHICAGO.

Our Country Home,

NEW YORK.

WE GUARANTEE THAT

Our Country Home

Has a paid-in-advance Subscription List of

MORE THAN 100,000.

We prove our circulation by affidavits, or by postage receipts. We will accept good business, either direct or through any responsible advertising agency, subject to proof of above circulation, or make no charge.

Our Country Home

Is published monthly, and is to-day recognized as one of the **Leading Rural Home Journals of America!**

Each number consists of Sixteen to Twenty-four Pages, handsomely illustrated and well printed.

ADVERTISING RATES.

Ordinary Advertisements.....60 Cents per Agate Line.

DISCOUNTS.

3 Months.....	5 per cent.
6 Months.....	10 per cent.
12 Months.....	15 per cent.

Send **COPY** and **ORDER AT ONCE** for **NEXT** issue.

OUR COUNTRY HOME PUBLISHING CO.,
88 Fulton St., New York.

TO PRINTERS.

THE W. D. WILSON PRINTING INK CO. (L't'd.), of 140 William Street, New York, are noted for the excellent quality of their goods, and their promptness in filling orders. All orders received before 12 M., are filled on the same day, unless for Inks of special manufacture, which take one day longer.

This company takes advantage of all discounts by paying cash for the materials bought, which are used in the manufacture of Printing Inks and Varnishes.

They are in a position to offer better inducements than others.

They seek the cash-paying trade of those printing offices that are controlled by men of so much experience as will enable them to know a good article when they see and use it.

A trial order is solicited. Write for special prices and discounts.

ADDRESS



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SHORT OF MATTER.

Great Magazine Editor—We are very short of matter. All the great generals, notorious politicians, famous lawyers, popular actresses, eminent physicians and prominent scientists seem to be too busy to write for us just now.

Assistant (meditatively)—Perhaps we might get some articles from literary men.

Great Editor—Good idea! I'll make a tour of the poor houses to-morrow.—*Life*.

Many of the sharp things in a newspaper are from the exchange editor, who is a very cutting person.—*Whiteside Herald*.

"I do my best work at night," said a newspaper man.

"So do I," remarked a burglar, who overheard.—*Yankee Blade*.

When a man has had his manuscript returned to him, he comes pretty near knowing how it feels to be a woman and have some other woman's baby take the prize at the show.—*Atchison Globe*.

Managing Editor—Was our reporter the first one on the scene when the L train was wrecked?

City Editor—Better still, he was the first man killed.—*Westerly (R. I.) Tribune*.

The publisher's card on the Butte *Inter-Mountain* says that the subscription price is \$400 a year. All good things come high, but this is Rocky Mountainous.—*West Shore*.

"Can you give me credit for this poem?" inquired the writer who had invaded the sanctum.

"Hum! I don't know about that; but if it's printed you'll have to take the blame for it."—*Washington Post*.

"Brethren," writes a Georgia editor, "the paper is a little late this week, but when we tell you the reason we are sure you will forgive us. We were out in the country attending the funeral of our mother-in-law. She died young, but she died game."—*Atlanta Constitution*.

Amicus—It doesn't matter how blue you are feeling, you keep on writing jokes. I fancy if you were in Hades you would keep on writing jokes, forgetful of the fact that no papers will be published there.

Spacer—Well, if there won't be, I feel certain it will not be on account of a lack of editors.—*Town Topics*.

Dead men write no poems.—*Life*.

Train Boy (to passenger)—Magazine, sir?

Passenger (wearily)—Yes, if you have one without an article on Africa, I'll take it. Boy departs without making a sale.—*News-dealer*.

O. T. Collar was one of those present as delegate at the National American Editorial Association. The sight of all those editors with but one collar among them must have been touchirg.—*Light*.

Good Direction.—Stranger (in Boston): I understand that the Boston *Transcript* is controlled by women.

Bostonian—Yes, it tells all the news.—*New York Weekly*.

"Can Love Sin?" is the title of a new novel. We have not had the felicity of a perusal of the work, but presume it must be a companion story to that other literary gem, "Can A Duck Swim?"—*Whiteside Herald*.

Too Sensitive.—M. Farquhar Butts: That editor insulted me.

John Smith—How?

M. Farquhar Butts—I asked him for my poems, and he told the boy to give me my verses.—*Puck*.

Profits of the Pen.—"I see by the newspapers," remarked Miss Manhattan, who was visiting in Chicago, "that Sir Edwin Arnold makes \$20,000 a year from his pen."

"O, phaw!" replied Miss Livewayte, the pork packer's daughter; "my pa makes more than that."—*New York Sun*.

Managing Editor—Don't you think, sir, this joke about the butter is a little thin?

The Humorist—I hope so, sir.

Managing Editor—Hope so? May I ask why?

The Humorist—I want it to spread well.—*Whiteside Herald*.

"I wish to read a poem to you that I just dashed off," observed a female caller as she helped herself to a chair.

"Proceed!" replied the editor, resignedly.

"A song I will indite —"

"I'd rather indict the songster," interrupted the editor, and the reading ceased very abruptly.—*Chicago Inter Ocean*.

Accustomed to It.—"You say you were buried alive once?"

"That's what I said."

"You must have felt queer."

"Oh, no, I was used to it."

"Used to it?"

"Yes; I was salesman for a year in a store that never advertised."—*Arcola Record*.

Lost—A lady's purse, imported, seal-brown in color, inlaid gold ornamentation, gold clasp, gold and enamel medalion on side with initials A. H. H. Finder can keep contents and will receive additional reward by returning purse to Mrs. A. H. H., No. 500 Fashion avenue.

Found—A lady's purse, brown with brass trimmings, initials A. H. H. Contents, one car ticket, two pennies, 10 samples dry goods, recipe for removing warts, list of toilet preparations, five corn plasters and box lip salve. Loser can have same by applying to the Chore Boy, Cheap John's Second-hand Store, 111 Slopshop street, and paying for this advertisement.—*Good News*.